PARLIAMENT
Menthol Lights

2061035963

Tell us what's new with you, and receive a beautiful black iron Votive Candle Holder with 30 pack proofs of purchase.

Offer limited to smokers 21 years of age or older.

Complete and return the following survey in an envelope. Please enclose your 30 pack proofs of purchase (UPC ||||| codes), plus postage and handling. When you complete the survey, we'll also put you on the mailing list to receive future offers from Parliament. Please print clearly. Offer expires 7/31/97. We look forward to hearing from you.

☐ Mr.
☐ Ms. _____ ☐ Male ☐ Female
☐ Mrs.

Address _____ Apt. # _____

City _____ State _____ ZIP _____ Phone (____) _____

POB8266

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal law.

X_____ _____/_____/_____
Signature **(required)** Birth Date **(required)**

_____/_____/_____
Today's Date

Order will be rejected if signature and date of birth are not provided

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

_____
(brand)

2. Is your regular brand...? *(Check one.)*
☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...? *(Check one.)*
☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? *(Check one.)*
☐ Lowest/1mg Tar ☐ Light/Mild ☐ Medium
☐ Ultra/Extra Low Tar ☐ Full Flavor

5. Do you usually buy it by the...? *(Check one.)*
☐ Pack ☐ Carton ☐ Both Ways

6. How long have you smoked this brand?
☐ Less than 1 year ☐ 2 to 3 years ☐ Over 5 years
☐ 1 to 2 years ☐ 3 to 5 years

7. What, if any, was your previous brand?

_____
(brand)

8. The next time you go to the store, if your regular brand were not available, what would you do? *(Check one.)*
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

9. Which of the following statements best describes the way you use cigarette coupons? *(Check one.)*
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

10. If your regular brand were not available, which of the following brands would you consider buying? *(Check all that apply.)*

☐ Alpine	☐ Kent	☐ Parliament
☐ Basic	☐ Kool	☐ Salem
☐ Benson & Hedges	☐ Magna	☐ Sterling
☐ Best Buy	☐ Marlboro	☐ Store Brand/Generic
☐ Best Value	☐ Merit	☐ Superslims
☐ Cambridge	☐ Misty	☐ True
☐ Camel	☐ Monarch	☐ Vantage
☐ Capri	☐ Montclair	☐ Viceroy
☐ Carlton	☐ More	☐ Virginia Slims
☐ Doral	☐ Newport	☐ Winston
☐ GPC	☐ Now	
☐ None	Other_____	
	(brand)	

(more on reverse side)

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

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13 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/lrkp0003

11. Please list *all* the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? *(Use as many lines as you need. Write in exact number of packs for each brand below. (Note: 1 carton = 10 packs.)*

_____ # of Packs_____
(brand name)

_____ # of Packs_____
(brand name)

_____ # of Packs_____
(brand name)

12. Where do you usually buy your cigarettes? *(Check one.)*

☐ Supermarket Chain ☐ Drug Store/Pharmacy
☐ Neighborhood Grocery ☐ Discount Store
☐ Convenience/Gas Station

13. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

	Frequently	*Occasionally*	*Never*
I look for special offers for my *regular brand...*	☐	☐	☐
I take advantage of special offers for brands *other than my regular brand...*	☐	☐	☐

14. Which of the following best describes you? *(Check one.)*

☐ White ☐ Asian
☐ African-American ☐ American Indian
☐ Hispanic ☐ Other

Please send survey, along with pack proofs of purchase (UPC ||||| symbols) and shipping and handling to:

PARLIAMENT
VOTIVE OFFER
P.O. Box 8266
Dover, DE 19905-8266

SHIPPING & HANDLING CHART

# of Votives (Limit 2)	**Pack UPCs** Required per item	**Total Pack UPCs enclosed**
	30	=
Shipping & Handling:		(Total S&H enclosed)
1 votive = $3.00		
2 votives = $4.50		$

Offer limited to smokers 21 years of age or older.

Make check or money order payable to: **Parliament Votive Offer.** Do not send cash. **Offer limited to 2 Votives per person. Carton UPCs not accepted. Excess UPC's will not be returned. Photo-copies not accepted. Offer expires and survey must be received by 7/31/97.**

Please allow 10 to 12 weeks for delivery. Not responsible for lost, late, misdirected, mutilated or postage-due mail. Offer good only in U.S.A. Limited to 2 Votives per person, regardless of the number of surveys completed. Offer void to employees of Philip Morris and its advertising agencies. No group or organization orders will be honored. Void where restricted or prohibited by law. We assure you that no name will be sold, and we will not permit the use of a name by any company that is not affiliated with Philip Morris.

2061035964

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Menthol Lights

ENJOY THE PERFECT LIGHT

SO SIT BACK, RELAX, AND BATHE IN THE WARM LIGHT FROM THIS BEAUTIFUL BLACK IRON VOTIVE CANDLE HOLDER.

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